

NAVY Recruiter

Magazine for Navy Recruiters

January 2001



Forging ahead into the 21st Century

NAVY Recruiter

January 2001

Volume 50

Number 1

For an instant rush, just add u

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On the cover:

USS Abraham Lincoln (CVN 72) and her battle group sail in the waters of the Gulf of Oman. *Lincoln* sailed through the Straits of Hormuz earlier on the morning of Dec. 30 after spending three months in the Arabian Gulf in support of *Operation Southern Watch*. U.S Navy photo by Photographer's Mate 2nd Class Gabriel Wilson.

Back cover:

Navy Recruiter magazine honors the Navy Recruiting Orientation Unit's Distinguished Graduates. Photos by DM3 Melvin Nobeza.

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Navy Recruiter, the official publication of the Commander, Navy Recruiting Command is printed commercially with appropriated funds in accordance with Department of the Navy Publication and Printing Regulations (P-35). This publication does not necessarily reflect the official views of the Department of Defense.

All photographs, unless otherwise stated, are official U.S. Navy photos.

Navy Recruiter magazine encourages the submission of "Letters to the Editor" articles expressing the opinions of individuals in the Navy Recruiting community. All submissions must be signed. Names will be withheld upon request, and will remain confidential.

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From the Top

Last September, the Navy selected the Detroit-based advertising firm Campbell-Ewald (C-E) to fulfill its future advertising needs. The agency has been in the advertising business since 1911 and currently provides advertising services for a diverse group of companies, including such notables as Chevrolet, AC Delco, and Conoco. If you have seen or heard Chevy's ads with the tagline "Like a Rock," or seen the On-Star TV ads featuring the Batman character, then you've witnessed examples of their handiwork.

C-E, an international company with a workforce of 1175 employees, plans to have 37 of those employees dedicated full-time to handling the Navy Recruiting account, their largest.

C-E has conducted extensive research on "Generation Y," that portion of the U.S. population born between 1979 and 1994, who also have been dubbed "Echo-boomers" or the "Millennial Generation." The agency plans to target this demographic group and their influencers with concentrated, reinforced advertising campaigns using multi-media approaches. C-E also conducted a series of interviews, focus groups, and conferences with prospects, new recruits, influencers, and sociologists from across the nation in preparing their contract bid and advertising plan.

In addition to targeting Generation Y prospects, the agency is rolling out advertising strategies to enhance recruitment of female prospects, ethnic minorities, and potential recruits who have "stopped-out" of college. C-E also has plans under development designed to attract prospects to Navy programs that historically have been difficult to fill, such as the chaplain and officer medical programs and the enlisted cryptologic and electronic warfare programs.

The new contract is a departure from previous advertising contracts in that it is incentive-based, weighted, and contains both subjective and objective measurement metrics. Under the new arrangement, C-E will receive bonus payments for their services based on the number of leads and accessions generated by their advertising initiatives. For example, the agency will earn a set fee for generating a specific number of leads determined by the Navy Recruiting Command. However, if their advertising efforts generate more than the required number of leads for a given period, the agency becomes eligible for a bonus, based on the number of leads generated above the set figure. The contract also weights specific elements of the recruiting goal. For example, the leads generation goals for the months April through September are weighted at 62.5%, while the months October through March are weighted at 37.5%. Numerous balances such as this have been built into the contract.

C-E's strategic plan calls for continued direct TV and infomercial advertising, new videos and commercials, and increasing emphasis on Internet-based recruiting. The agency completed a 60-day transition period in November, during which the Navy's previous advertising contractor handed over the reigns to C-E. For the immediate future, the new ad agency expects to extend contracts with existing subcontractors to provide telemarketing, fulfillment, and database services.

At your level – that of the field recruiter – the major change anticipated from the shift to our new agency will be an overhaul of advertising plans geared more toward Generation Y prospects. Research has shown that this demographic group will be the most diverse generation the nation has ever seen. In addition, these young people are technologically savvy, information hungry, environmentally focused, and are more patriotic, more influenced by parents, and have a more global perspective than the previous generation. Our advertising approach will reflect these recognized differences.

Ad agency officials expect recruiters also will notice that national leads are better qualified and that these better-qualified leads will reach recruiters much faster. New creative products will debunk myths, replace those myths with facts, and deliver the Navy message in cutting-edge formats. The overall campaign is designed to drive prospects to the Internet, which will accelerate the recruit's decision-making process.

In coming weeks, recruiters will witness the debut of C-E's "Accelerate Your Life" advertising campaign. Print materials and CD ROMs are being developed and distributed to reflect this campaign message. In March 2001, the Navy Recruiting Command's revamped website www.Navy.com will premiere, spotlighting a new computerized blueprinting tool. Based on answers to a series of questions, the "Life Accelerator" feature on the website helps prospects build a personal profile called a "Life Map." The life map captures a prospect's interests, career objectives, and travel aspirations. At the same time, the feature displays benefits the Navy has to offer that are commensurate with the prospect's interests and objectives. Prospects then have the option of printing that life map, modifying the life map, e-mailing the life map to a recruiter, or contacting a local recruiter for an appointment to discuss enlistment options based on the life map profile. This feature encourages prospects to identify their interests and goals, thereby providing you with a more refined profile from which to match prospects with Navy programs.

The bottom line is that the new contract has been designed to make the agency responsive to the changing needs of Navy recruiting. Shifts in program requirements or changes in manpower objectives can be easily accommodated under this new contract. With these changes in the contractual structure, an enthusiastic ad agency at C-E, and you – our dedicated recruiters – we have fashioned a winning team to answer the dynamic needs of Navy recruiting and build the Navy of the 21st century.

Regards,
G. E. Voelker, CNRC

GO WEST, young men and women!!!

...teaching our educators the Navy way.

Story by ITC(SW) Sharon Fletcher
NRD St Louis Public Affairs Officer

Twenty-eight educators including counselors, teachers and principals from Navy Recruiting District (NRD) St. Louis' six states (Missouri, Illinois, Kentucky, Arkansas, Mississippi and Tennessee) headed west to San Diego, Calif., for a four-day Educators Orientation Visit (EOV). This was a rare opportunity for these individuals to see the Navy up-close and personal. The goal of the tour was to provide these Centers of Influence (COI) a perspective on what the Navy has to offer young men and women, and hopefully have them help steer eligible applicants towards enlistment.

In order to provide the participants with a true taste of Navy life, they stayed in the Admiral Kidd Bachelor Officer Quarters (BOQ) at Anti-Submarine Warfare (ASW) base, and they began each day at 0600 with breakfast at the ASW Galley. Lunches were provided at other galleys or clubs throughout the San Diego area.

Day one of the four day tour got underway with a visit to the Naval Amphibious Base (NAB), Coronado, Calif., where the educators were taken for a harbor cruise onboard a Landing Craft Mechanized (LCM). This allowed them to view ships inport at Naval Air Station (NAS) North Island and Naval Station 32nd Street. The next stop was a visit to Navy Special Warfare Training Center for an orientation presentation and tour at the SEAL Team Training Facility. They observed SEALs during physical training, a Zodiac landing, and a weapons brief. Later that afternoon, they completed a tour of *USS John C. Stennis (CVN 74)* to learn the functions of an aircraft carrier.

Day two took the participants to Fleet Technical Training Center (FTC) where the educators were given a tour of FTC's Damage Control School, School of Weapons and School of Electronics. The

tour group was given a chance to observe students learning to repair and operate Close-in Weapons System (CIWS) and MK-48 torpedoes. Taken next to a classroom laboratory, they watched as students learned 2M Repair (Repair of micro circuit boards). The visitors then toured the Damage Control School to find out what types of equipment the Navy uses to combat fires and flooding. The day concluded with a trip to Balboa School of Naval Health Sciences to examine classrooms where various subjects are taught in the areas of Xray Technician, Laboratory Technician, and Nursing.

Day three was filled with visits to the aviation side of the Navy. The first stop was VS-41 to view the S-3 Fleet Replacement Squadron (FRS). The educators were given the chance to operate an actual night flight simulator to get the feel of landing on a carrier flight deck. Then it was off to HSL-41 (FRS) to check-out SH-60 helicopters. That evening dinner was held at the North Island Officers Club. This gave everyone a chance to socialize, share ideas concerning Navy programs, and provide feedback.

Day four was an all inclusive visit to the Los Angeles Class Submarine *USS Bremerton (SSN-789)* at Naval Submarine Base, Point Loma, Calif. Everyone actually climbed down into Bremerton to inspect everything from berthing and messing facilities, periscope, and even the torpedo room.

Overall the event was very successful. Numerous questions concerning various aspects of the Navy were answered by students, instructors, and escorts. The educators headed back home with a different viewpoint on the vast array of opportunities, technical training and available Navy jobs. With this information, they will be able to assist their students in making make a more informed decision about the Navy. **NR**

Story and photos by
JO1 Michael B. Murdock
NRD Seattle Public Affairs Officer



Navy Recruiters in Great Falls, Mont., took delivery of this specially designed van Dec. 11. A printing and sign making company in Great Falls, Mont., printed and applied the special graphics designed by Navy Recruiting Command. (Photo provided by Sign Pro)

Navy's *Rolling* Billboard

...taking the fleet to the street

Navy Recruiting District (NRD) Seattle took delivery of a new recruiting display December 11. It was a regular Dodge Caravan, transformed into a rolling Navy recruiting billboard.

This vehicle is the first of four Navy Recruiting minivans in the United States to be treated to the special graphics package, which includes photos of ships, aircraft, a SEAL team and various Navy insignia.

Graphic artists at Navy Recruiting Command (CNRC) headquarters in Millington, Tenn., created the design. The graphics were then printed and applied to the van by a printing and sign making company in Great Falls, Mont.

"It took about a week to complete," said Ty Remby, owner of the company. "It is one of the most difficult projects we've done

because it's a full wrap, meaning the graphics completely cover the vehicle."

The company used a specially designed film and four-color printing process to electronically print the graphics using the Navy's digital images. The end result has thoroughly impressed Navy recruiters in Great Falls.

"It's absolutely gorgeous."

- AW1 Francis L. Zorn, RINC, NRS Great Falls

"It's absolutely gorgeous," said Aviation Antisubmarine Warfare Operator First Class Francis L. Zorn, Recruiter in Charge (RINC) for Navy Recruiting Station Great Falls. "I'm delighted our station was chosen to get one."

NRD Seattle chose to place the vehicle in Great Falls because of its central location within

Montana and the difficulty of getting other recruiting displays there. The General Services Administration, which leases the vehicles to CNRC, has only authorized the application of four of these graphic packages nationwide while it determines if the vinyl graphics will harm the vehicle's finish. In the mean time, it's

obvious the van is having its intended effect on the public.

"It's a rolling billboard," said

Zorn. "We've already seen people drive by, looking, staring and pointing. We plan to use it during public appearances, sports expos, career fairs and more."

Zorn and the rest of the Navy recruiters from Great Falls are thrilled with the freshly madeover van, hoping the vehicle will be a great advertisement for the Navy opportunities our recruiters offer. **NR**

Those who enjoy work, tend to stay at work

MAKING DEP MEETINGS FUN HELPS KEEP ATTRITION LOW

Danielle N. Davis, left, a member of NRS Tacoma Mall's Delayed Entry Program pool, accepts congratulations from BM1(SW) Brian S. Cissell (in tiger costume), her recruiter, after being meritoriously advanced to E2.



Story and
photos by
JO1 Michael
B. Murdock
NRD Seattle
Public Affairs
Officer

Everyone knows how hard it is to enlist qualified recruits these days. But what many people don't realize is just how hard it is to keep those enrolled in the Delayed Entry Program (DEP) from

losing interest and leaving the Navy before they ever get to bootcamp. To avoid this attrition, recruiters regularly hold meetings for those enrolled in DEP. During the meetings, recruiters work with the DEppers

to help them prepare for bootcamp. This preparation often includes reviewing their General Orders, memorizing the chain of command, learning to march and participating in physical fitness exercises.

According to

BM1(SW) Brian S. Cissell, of Navy Recruiting District (NRD) Seattle's Tacoma Mall Recruiting Station, all this is great but still lacks one important element: Fun!

"I want these guys to know that we are not always uptight," said

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Cissell. "I want them to know that we are still people. We still get out there and have fun."

Fun was just what the recruiters were up to at Navy Recruiting Station (NRS) Tacoma Mall at the time of this interview. The event was a Station Halloween Party, which was planned and coordinated by the Delayed Entry Personnel (DEPpers) themselves.

"It's just something we decided to do to have fun," said Danielle N. Davis, currently enrolled in DEP at Tacoma Mall. "Usually we rotate, we'll have a fun one and then the next couple

meetings will be kind of serious then we'll have another fun one. (It helps) keep everyone upbeat and not dreading having to go to the meetings."

"I think it's good to keep that mix," said Cissell. "When you take a kid, especially one that's just getting out of high school where they've been having fun and show them just work, work, work... they're going to lose interest and they're going to disappear on you."

By holding events such as this Halloween Party, Cissell feels it helps those in DEP realize the

Navy isn't just all work and no play. Even though this meeting was scheduled to be a party for the DEPpers, there was still some business that had to be conducted during the meeting.

"We start off by saluting and signing in," said Amanda M. Balogh, who's enrolled in DEP. "Then we talk about what we're going to do at the next meeting."

"At other meetings we do marching and drills and stuff like that," said Cissell. "Those are kind of boring meetings to these guys but they understand that the fun stuff comes later." **NR**



BM1(SW) Brian S. Cissell, a recruiter at NRS Tacoma Mall reads an advancement award for Delayed Entry Program (DEP) member Danielle N. Davis while other members of the DEP pool stand at attention.



Paul and Ken Alea (l-r) are sworn into the Navy by LT Kenneth T. Wilson, Officer Programs Officer, Navy Recruiting District St. Louis.

The Navy has just **DOUBLED** in size!!!

2 doctors are better than 1.

Story and photos by JOSH Christopher Conklin
Navy Recruiter Magazine Staff Writer

Is there a doctor in the house? Not yet, but if the Navy has anything to do with it, the Alea household will one day be able to claim it has two.

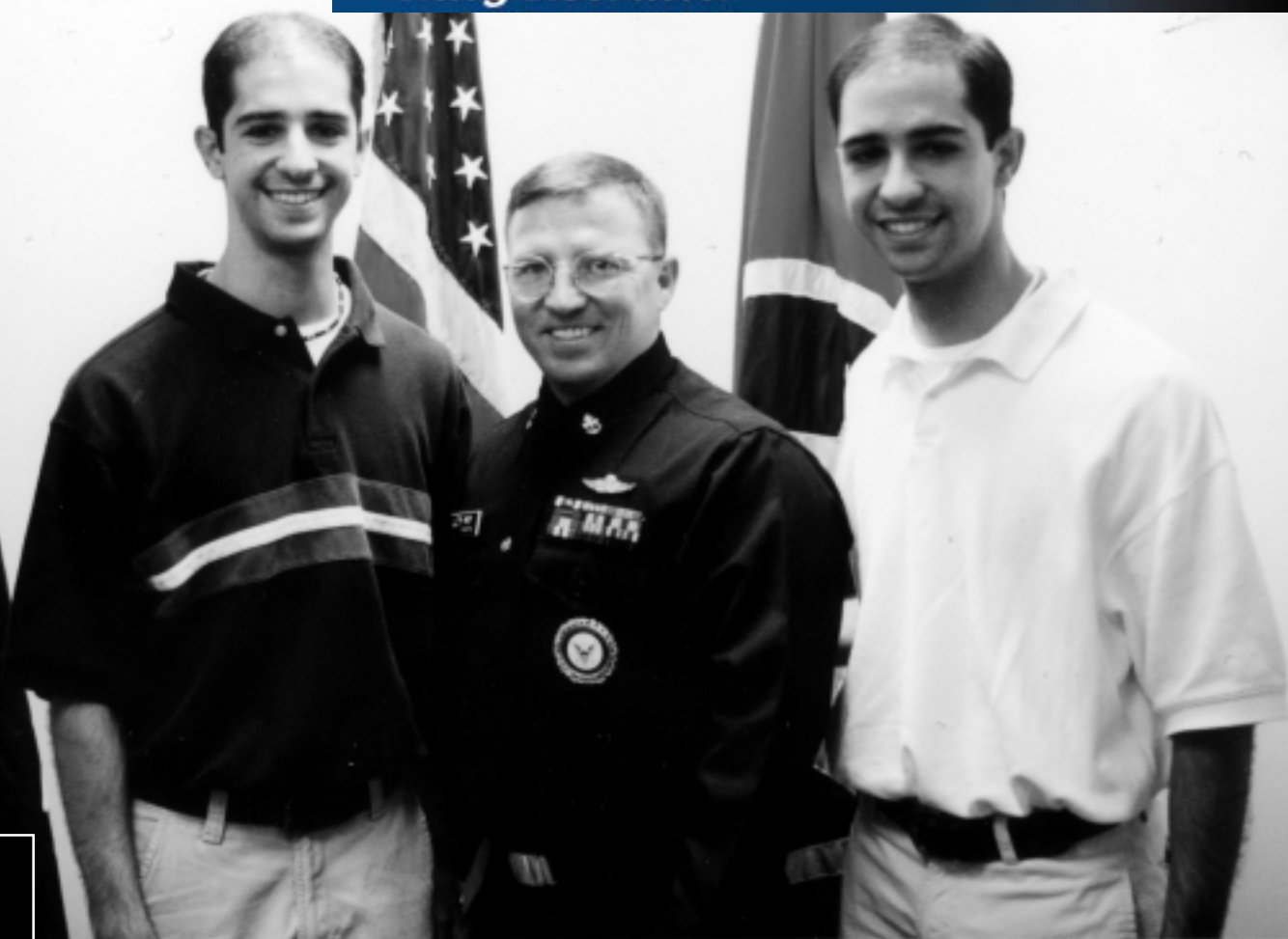
Paul Alea and Ken Alea were commissioned recently as part of the Health Professional Scholarship Program (HPSP), where the brothers will receive a full scholarship for medical school.

The program pays for all tuition, books and lab

fees for the Aleas. They also garner a stipend of more than \$1,000 a month and receive full military benefits.

What makes this occurrence so notable is that not only are the Aleas twins, but also the fact that the program is extremely competitive and two brothers were accepted for the scholarship at the same time is quite exceptional.

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Paul (l.) and Ken (r.), pose with HMC(FMF/PJ) Andy D. Martin, Navy Medical Programs recruiter of NRS Mt. Moriah.

"A program this competitive, for two brothers to get picked up for it at the same time, shows how dedicated the two were to accomplish their goal of becoming doctors," said Naval Medical Programs recruiter Chief Hospital Corpsman(FMF/PJ) Andy D. Martin of Navy Recruiting Station (NRS) Mt. Moriah, Tenn.

According to the Aleas, the two learned about the scholarship program over a year ago, when they met Martin on the campus of the University of Memphis during their senior year of college.

"I was walking across campus and Chief Martin noticed

the pre-med badge on my shirt and he stopped me. He began explaining to me how the scholarship works. He didn't know I had a twin brother at the time who was also a pre-med student. I told my brother about the program, and we started to take the steps to apply," said Paul Alea. "It wasn't a hard decision to join the Navy. Many members of my family have served in the military; my father was in the Marines and served in Vietnam, and my cousin is in the Army. I feel it's the right thing to do."

The brothers are excited and grateful for the opportunity the

Navy is giving them. "There are no bad points to the program. There is a lot of stress which comes with attending med-school and the responsibility of paying tuition is the greatest. However, the Navy has covered our concern there. We can concentrate on school and becoming doctors," said Ken Alea.

The two brothers are uncertain of their future plans, but they said staying in the Navy is not out of the question. Paul Alea said with a laugh, "who knows, I might be the surgeon general one day." **NR**

The HOUSE the Chiefs built!

CNRC's warehouse is shaping up and shipping out...

Story and photos by JOSN Christopher Conklin
Navy Recruiter Magazine Staff Writer

If you've worked in the field as a recruiter, you may know the frustration of not always getting the Recruiting Aid Devices (RADs) you need. That frustration is becoming a thing of the past, due to the efforts of two dedicated chief petty officers. In July 2000, NCC(SS) Jerry L Blackburn and NCC(SS) Mike Pruitt, along with Don Williams, Printing and

Distribution Division director, established the warehouse at Navy Recruiting Command in Millington, Tenn. Since assuming this role, they've been working hard to improve distribution of promotional items and RADs

Blackburn said, "We are trying to make it



NCC(SS) Jerry Blackburn, warehouse team leader, coordinates and directs the shipment of every order coming in from the field.

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easier for recruiters to get the tools they need in order to get the job done.”

According to Blackburn, when the two were handed the reigns, there was no clear system in place; orders arrived via email and had to be sorted manually. The process was time consuming, and it kept recruiters wondering when the product would arrive, or if it was even in stock.

Blackburn and Pruitt changed the way business was conducted at the warehouse. In March of 2000 the two introduced online ordering to recruiters, “much like online shoppers use Amazon.com,” Blackburn said.

With the new system, Blackburn said recruiters can log onto the recruiter store on *Showcase* and check the availability of

RADS and promotional products. They can also order products with mere clicks of a mouse and a few keystrokes.

Blackburn said recruiters know their schedules better than anyone, and what RADS they are going to need for specific events. The new online ordering system allows them to order products themselves and check the availability of the items they are interested in ordering.

Since the inception of the online ordering system, the warehouse has more than tripled the number of orders being shipped each month. Blackburn said, before, the warehouse sent nearly 200 orders per month; however, now it ships that many orders per week. Blackburn said he and Pruitt are trying to add new things

to the distribution system and are paying close attention to current additions. “We are seeing how things work as we go. You have to control the ‘beast’ before you tame it,” said Blackburn.

Both chiefs are former recruiters and have a passion for the job. Each understands how important it is for recruiters to have everything they need to do their job. Blackburn said, “We may not be able to give you everything you want, but we’ll give you all we can.” **NR**

Lt2 Fred Jacobs maneuvers through hundreds of boxes a day to deliver RAD items to recruiting stations across the globe.



NRS Bellingham shows us the reason for the season ...with a little unselfish giving

Story by JO1 Michael B. Murdock
Seattle Public Affairs Officer



Members of the Delayed Entry Program pool from Bellingham, Wash., prepare to deliver food and gifts to a needy family in their area.

When Navy Recruiting Station (NRS) Bellingham's entry in the SeaFair Milk Carton Derby won \$100 for a third place finish, the recruiters and Delayed Entry Program (DEP) members sat down to figure out what to do with the money. Along with suggestions of parties and barbecues was the idea of somehow returning the money

to the community. It was the last suggestion that finally won out and the group decided to adopt a family for the holidays.

"The DEPPers pretty much made the decision during their November meeting," said FCC(SW) Eric L. Nelson, NRS Bellingham's Recruiter in Charge (RINC). "They felt it was Christmas time and they should do something for the

community."

The station contacted the local Opportunity Council in Bellingham and was matched up with a single mom. She was unable to work because of a disability and the group eventually found out her 12 year-old-son only had an air mattress to sleep on.

The DEPPers organized a small food drive to provide a Christmas dinner for the family and collected clothes. The family of one DEP member provided a twin-size bed for the woman's son and Chief Nelson's son even donated a Super Nintendo and some games. With prize money they supplemented the donated items with some new gifts, a

ham and the remaining items for the Christmas dinner. They also purchased wrapping paper, a set of sheets for the bed and incidentals.

The group delivered everything the afternoon of December 21 allowing the family to enjoy what otherwise might have been a bleak holiday.

"The woman's boyfriend, who had been helping them out, was there when we arrived," said Nelson. "We found out that he had just been laid off from his job a few weeks earlier. They were really grateful for the help."

For Chief Nelson, the efforts of the stations DEP pool is evidence of the quality young men and women in our community who are choosing to serve their country and the United States Navy.

"They came up with the idea, put it together and saw it through," said Nelson. **NR**

Bringing the Navy home...NRD

Phoenix recruiter is networking for LEADS

Story by JO2 Bob Leach
NRD Phoenix Public Affairs Officer

Working out of their rate and finding qualified young men and women in communities not closely associated with the Navy are two challenges recruiters face each and every day. Nowhere is this more evident than within Navy Recruiting District (NRD) Phoenix, where the Navy is rarely seen on a consistent basis.

The three years spent recruiting can often keep these Sailors out of the loop with respect to training and changes that occur in their original rates. AW1 Joseph Grossi, Recruiter-in-Charge (RINC) at Navy Recruiting Station (NRS) Flagstaff, doesn't allow these challenges to affect his motivation to accomplish his Northern Arizona recruiting mission.

One method he uses to inform his recruiting area about the Navy, is by coordinating Navy assets in support of the Page-Lake Powell Air Affaire in Page, Ariz. He uses contacts that he's developed at various commands throughout the aviation community to encourage helicopter squadrons to participate in the annual event. This has been significant to increasing Navy awareness in the mountainous territory.

The "birds" that the squadrons bring to the show are a valuable asset to the desert Navy's recruiting mission. "This is a pot-of-gold to tap into," Grossi said excitedly. "It's a great recruiting tool! The aircrews love to show off their toys and it advertises

Navy where everyone can see us," he continued.

"The aviation neighborhood is a tight community. It's small enough that no matter where you go, you always seem to bump into someone you've been stationed with in the past," he said smiling. "The air wing commodore was my commanding officer (CO) at Helicopter Anti-Submarine Light Squadron 49 in San Diego."

Being a member in the airdale community is a positive feature which Grossi relies on to assist in recruiting. When the squadrons arrive, it gives him an excellent opportunity to connect with friends he hasn't seen for a while and receive some "hands-on" training with their gear. "It's a win-win situation for both recruiting and the squadrons," said the Pittsburgh native. "It gives us an opportunity for high visibility in a market ordinarily dominated by the Army and Air Force. It also demonstrates to the Page and Flagstaff communities, the Navy cares about them and provides the participating squadrons with an opportunity to train. The pilots get flight hours they need to stay qualified and keep their navigational skills sharp."

The Navy's elite parachute demonstration team, The Leap Frogs, were also participants during this year's event. "The Leap Frogs perform between 8-12 air shows per year," said LT Knox Taylor, team leader. "While the Lake Powell Air Affaire is one of

the smaller air shows that we have attended, it has proven to be one of our favorites. Recruiter support this year was outstanding. The guys from Flagstaff were some of the most motivated that I have seen," he added.

The Leap Frogs realize that interacting with the public is one of the "perks" that go along with performing. On the first day of this year's air show, the Leap Frogs spent almost two hours at Page High School with Petty Officer Grossi. They gave a presentation and talked with students, and then headed to the air show and performed two afternoon demonstrations. "I was particularly impressed with the way the recruiters were received at the school," said Taylor. "They were obviously well respected by the students. Without strong recruiters in the area, our shows are little more than a flashy distraction for the air show crowd."

The "Frogs" have already confirmed that they will be back at Page next year. Grossi has already started thinking about what aviation assets he'll try to bring to the air show next year and how he'll get the "Frogs" out in the community when they come back. He would like to schedule several school presentations during their next visit. "We look forward to working together again next year," said Taylor. **NR**

Facts about Domestic Violence

Special to the American Forces Press Service

Q. What is domestic violence?

A. Domestic Background of family violence.

1. Minimizing effects of violence.
2. Denial of problem.
3. Difficulty handling frustration.
4. Extreme jealousy.
5. Mental abuse.
6. Need to control.
7. Sexual abuse.
8. Threats of violence.
9. Verbal abuse.

Is Your Partner Abusing You? Ten Ways to Tell.

1. Are you afraid of doing the “wrong” thing,

even if you’re not sure what that is?

2. Does your partner watch your every move?
3. Do you feel sexually ashamed or humiliated, or are you being sexually hurt?
4. Does your partner refuse to help when you’re sick, injured or pregnant?
5. Does he or she “put you down” at home or in public?
6. Do you avoid even discussing some subjects because you’re afraid your partner’s reaction will be violent?
7. Does your partner place excessive limitations on the things you do, such as the time he

or she “allows” you to do errands or to see friends?

8. Does your partner accuse you of being unfaithful, of being crazy, of being worthless?
9. Has he or she injured you physically, no matter how slightly?
10. Do you live in constant fear for yourself or your children?

Nobody Deserves to Be Abused---If you are abused:

1. Protect yourself and your children.
2. Seek help, preferably for both yourself and your partner, but at least for yourself.

3. Make the changes necessary for you and your children to live abuse-free.

It’s never too soon — or too late — to admit there is a problem and seek help.

Domestic violence is not a private family matter. It is a serious crime which will not be tolerated. Each time you become aware of violent acts, take appropriate action. For emergency assistance, **call 0 or 911**. For community referrals and information, call **1-800-799-safe** [the new Domestic Violence National Hotline]. **NR**

REMEMBER: ZERO

Tolerance begins with you!

Best Stations in the Nation

NOVEMBER BEST STATIONS

NRD Atlanta

NRS Athens
NRS Augusta
NRS Camden
NRS Cartersville
NRS Columbia
NRS Douglasville
NRS Dublin
NRS Evans
NRS Georgetown
NRS Greenville
NRS Griffin
NRS Lagrange
NRS Rome
NRS Smyrna
NRS Summerville
NRD Buffalo
NRS Batavia
NRS Cortland
NRS Henrietta
NRS Hornell
NRS Kingston
NRS Lockport
NRS Middletown
NRS Peekskill
NRS Tonawanda
NRS Chicago
NRS Aurora
NRS Burlington
NRS Crystal Lake
NRS Freeport
NRS Pekin
NRS West Addison
NRD Dallas
NRS Altus
NRS Athens
NRS Brownwood
NRS C.Fortworth
NRS Carrollton
NRS Corsicana
NRS Del City
NRS Denton
NRS Desoto
NRS Duncan
NRS Edmond
NRS Grapewine
NRS Greenville
NRS Hillsbore
NRS Hurts
NRS Irving
NRS Jacksonville
NRS Lawton
NRS Lewisville
NRS Mcalester
NRS McKinney
NRS Mesquite
NRS Mount Pleasant
NRS N.Oklahoma
NRS Oak Cliff
NRS Paris
NRS Plano
NRS Pleasant Grove
NRS Richardson
NRS S. Oklahoma
City
NRS Seminary

NRS Shawnee
NRS Terrell
NRS Tyler
NRS Weatherford
NRS Wichita Falls
NRS Yukon
NRD Denver
NRS Cheyenne
NRS Cimarron
NRS Craig
NRS Glenwood
Springs
NRS Longmont
NRS Scotts Bluff
NRD Houston
NRS Alief
NRS Baybrook
NRS Baytown
NRS Beaumont
NRS Dayton
NRS Gulfgate
NRS Jasper
NRS Lake Jackson
NRS Lufkin
NRS Northline
NRS Pasadena
NRS Rosenberg
NRS Willowbrook
NRD Indianapolis
NRS Aurora
NRS Dayton Main
NRS Eastgate
NRS Hamilton
NRS Lafayette
NRS Muncie
NRS South Bend
NRS Terre Haute
NRD Jacksonville
NRS Albany
NRS Brunswick
NRS E. Orlando
NRS Kissimmee
NRS Neptune
NRS Ocala
NRS Orange Park
NRS Palatka
NRS Sanford
NRS St. Augustine
NRD Kansas City
NRS Emporia
NRS Hays
NRS Hutchinson
NRS Independence
NRS Kansas City
NRS Leavenworth
NRS Overland Park
NRS Pittsburg
NRS Rogers
NRS Salina
NRS Sedalia
NRS Springfield
NRS Springfield West
NRD Los Angeles
NRS Alhambra
NRS Glendale

NRS Imperial
NRS Kapolei
NRS Pasadena
NRS Reseda
NRS Santa Clara
NRD Miami
NRS Ft. Pierce
NRS Hialeah
NRS Kendall
NRS Key Largo
NRS Lakeland
NRS Metro Miami
NRS N. Miami Beach
NRS San Juan
NRD Michigan
NRS Cheboygan
NRS Dearborn
NRS Greenville
NRS Holland
NRS Muskegon
NRS Niles
NRS Owosso
NRS Pontiac
NRS St. Marie
NRS Taylor
Southgate
NRS Waterford
NRS Westland
NRD Minneapolis
NRS Burnsville
NRS Brainerd
NRS Cambridge
NRS Coon Rapids
NRS Duluth
NRS Eau Clair
NRS Grand Rapids
NRS Houghton
NRS Lake Street
NRS Madison
NRS Mankato
NRS Marquette
NRS Steven's Point
NRS Wisconsin
NRD Montgomery
NRS Dothan
NRS Greenwood
NRS Pearl
NRS Selma
NRS Sylacauga
NRS Warrington
NRD Nashville
NRS Antioch
NRS Bellevue
NRS Clarksville
NRS Columbia
NRS Evansville
NRS Gallatin
NRS Guntersville
NRS Huntsville
NRS Johnson City
NRS Kingport
NRS Lexington
NRS Louisville
NRS Morristown
NRS Murfreesboro
NRS Preston Hwy
NRS Richmond
NRS Somerset
NRD New England
NRS Brunswick

NRS Germany
NRS London
NRS Plymouth
NRS West Lebanon
NRS Western Mass.
NRD New Orleans
NRS Batesville
NRS Benton
NRS Houma
NRS Monroe
NRS S. Baton Rouge
NRD New York
NRS Bayridge
NRS Bayshore
NRS Bloomingdale
NRS Bradley Beach
NRS Brooklyn
NRS Brownsville
NRS Coram
NRS Cross County
NRS East Brunswick
NRS East Orange
NRS Elizabeth
NRS Flatbush
NRS Fordham Rd.
NRS Freehold
NRS Freeport
NRS Hackensack
NRS Harlem
NRS Hempstead
NRS Jackson Heights
NRS Jamaica
NRS Jersey City
NRS Levittown
NRS Lindenhurst
NRS Long Island City
NRS Melrose
NRS Montclair
NRS Morristown
NRS Newark
NRS Newton
NRS North Bergen
NRS North Plainfield
NRS Patchogue
NRS Paterson
NRS Red Bank
NRS Ridgewood
NRS Sheepshead Bay
NRS S.St. Seaport
NRS Somerville
NRS Staten Island
NRS Washington
NRS Westchester
NRD Ohio
NRS Athens
NRS Chillicothe
NRS East Cleveland
NRS Euclid
NRS Galleria
NRS Lakewood
NRS Lancaster
NRS Lima
NRS Mansfield
NRS Mentor
NRS New Philadelphia
NRS Newark
NRS Norwalk
NRS Parkersburg
NRS Parma
NRS Portsmouth
NRS Springfield

NRS Toledo
NRS Zanesville
NRD Omaha
NRS Bellvue
NRS Bemidji
NRS Burlington
NRS Davenport
NRS Detroit Lakes
NRS Dubuque
NRS Grand Forks
NRS Iowa City
NRS Kearney
NRS Merle Hay
NRS Norfolk
NRS Sioux Falls
NRS Spencer
NRS Watertown
NRD Philadelphia
NRS Bel Air
NRS Hyattsville
NRS Newark
NRS Washington D.C.
NRS Woodbury
NRD Phoenix
NRS Ahwatukee
NRS Bell Canyon
NRS Chandler
NRS Christown
NRS Durango
NRS Farmington
NRS Flagstaff
NRS Gallup
NRS Hobbs
NRS Los Lunas
NRS Mesa
NRS Mission Park
NRS Rio Grande
NRS Scottsdale
NRS Showlow
NRS Sierra Vista
NRS Silver City
NRS Tempe
NRD Pittsburgh
NRS Beaver Valley
NRS Harrisburg
NRS Warren
NRS York
NRD Portland
NRS Bend
NRS Grant Pass
NRS Idaho Falls
NRS Jordan
NRS Klamath Falls
NRS Ogden
NRS Pendleton
NRS Twin Falls
NRD Raleigh
NRS Asheboro
NRS Asheville
NRS Burlington
NRS Cary
NRS Greenville
NRS Henderson
NRS Hendersonville
NRS Jacksonville
NRS Martinsville
NRS Monroe
NRS New Bern
NRS Salisbury
NRS Smithfield
NRS Wilkesboro

NRD San Antonio
NRS Hollywood Park
NRS New Braunfels
NRS NE San Antonio
NRS Odessa
NRS Lubbock
NRS Weslaco
NRS North Austin
NRS South Austin
NRS Round Rock
NRD San Diego
NRS Bullhead
NRS Clairemont
NRS Garden Grove
NRS Henderson
NRS Huntington
Beach
NRS Las Vegas West
NRS Moreno Valley
NRS National City
NRS Oceanside
NRS Ontario
NRS Poway
NRS Santee
NRS Temecula
NRD San Francisco
NRS Elk Grove
NRS Eureka
NRS Hanford
NRS Porterville
NRS Santa Cruz
NRS Sonoma
NRS South Fresno
NRS Susanville
NRS Visalia
NRD Seattle
NRS Aberdeen
NRS Bozeman
NRS Chehalis
NRS Coeur d'alene
NRS Colville
NRS Fairbanks
NRS Glendive
NRS Helena
NRS Juneau
NRS Kalispell
NRS Lynnwood
NRS Missoula
NRS Moscow
NRS Oak Harbor
NRS Port Orchard
NRS Walla Walla
NRD St. Louis
NRS Charleston
NRS Clarksdale
NRS Columbia
NRS Corinth
NRS Effingham
NRS Festus
NRS Florissant
NRS Jacksonville
NRS Jefferson City
NRS Jonesboro
NRS N. Memphis
NRS Paducah
NRS Quincy
NRS Sikeston
NRS St. Ann
NRS Tupelo
NRS West County
NRS West Memphis

***Italic lettering denotes previous FY00 winners.**

NORU

Distinguished Graduates



*HT2 Andrew Ross
NRS Jamaica, NY*

*What makes you a successful recruiter?
"Making the applicant an important person,
ALWAYS."*

*What is your favorite recruiting tool?
"Personally developed contacts."*

*AK2 Tyrone Dobbs
NRS North Jacksonville, FL*

*What makes you a successful recruiter?
"Being a hardcharger and being hungry."
What's your favorite recruiting tool?
"Personally developed contacts, and
the phone script never fails."*



*AK1(AW) Bernard DeGuzman
NRS Mason City, IA*

*What makes you a successful recruiter?
"Being able to go into the community
and spread Navy awareness and
opportunities for college, travel and fun."
What is your favorite recruiting tool?
"Personally developed contacts and
DEP referrals."*

